

**JETRO Chicago**  
**Japan External Trade Organization**  
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#1850

US Department of Justice/NSD  
FARA Registration Unit  
600 E Street, NW - BICN Bldg.  
Room 1301  
Washington, DC 20530

November 22, 2011

Ref: Event Flyer/Invitation

We are sending a copy of our event flyer/invitation that we sent out on November 22, 2011 for "Japan's Automotive Industry: Achieving Recovery and Growth Through Monozukuri". This event will be held December 8, 2011 at Suburban Collection Showplace in Novi, Michigan.

Best regard,



Ritsuko Hashimoto Behr  
Manager, Administration  
JETRO Chicago

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NSD/CES/REGISTRATION  
UNIT

Tim



The Japan External Trade Organization,  
Original Equipment Suppliers Association,  
Japan Auto Parts Industries Association, and  
The Japan Business Society of Detroit  
are pleased to present

## Japan's Automotive Industry Achieving Recovery and Growth Through Monozukuri

Thursday, December 8, 2011  
**Suburban Collection Showplace**  
46100 Grand River Ave  
Novi, Michigan  
11:45am – 5:00pm

The Great East Japan Earthquake spurred an unprecedented recovery effort from the Japanese automotive and manufacturing communities. Through intensive collaboration and the shared mindset of *Monozukuri* - the spirit and quest for manufacturing excellence - Japanese automotive suppliers and OEMs managed to quickly recover production in the face of crisis.

This seminar will offer perspectives from Japanese OEMs and parts suppliers on how they were affected by the March disaster, how crisis and recovery management played out both in Japan and the US, and on the future prospects for growth and opportunity.

自動車産業を中心とする日本のものづくり産業は、震災・津波により大きな被害を受けたものの、驚異的な復興を遂げつつあります。この復興を支えるベースには、共有されたものづくりマインドをもとに企業、産業の枠を超えた強力な相互支援があり、まさに日本のものづくりの底力を発揮しています。本セミナーでは、今後日米自動車・同部品業界の絆とコラボレーションをさらに深めることを目指し、日本の自動車メーカーとしてトヨタ自動車、日産自動車、部品メーカーとして、ケーヒン、豊田合成に、被害状況、日米での復興の様子、今後の展望、課題と対応等について講演いただきます。（日英同時通訳付）

Advance [online registration](#) is required for this event through the Original Equipment Suppliers Association (OESA). For registration information, contact Felece Hickman at OESA at 248-952-6401 ext 237 or [fhickman@oesa.org](mailto:fhickman@oesa.org). The cost of the luncheon seminar is \$50. The program will begin promptly at 11:45am.

For program information or media inquiries, contact Kevin Kalb at JETRO Chicago: 312-832-6023 or [Kevin\\_Kalb@jetro.go.jp](mailto:Kevin_Kalb@jetro.go.jp). (<http://www.jetro.org/novimz>)  
本件についてのお問い合わせ（日本語）については、柴原（312-832-6000 内線 105 / [tomonori\\_shibahara@jetro.go.jp](mailto:tomonori_shibahara@jetro.go.jp)）宛にご連絡ください。



# REGISTRATION

## Japan's Automotive Industry: Achieving Recovery and Growth Through Monozukuri

December 8, 2011

11 a.m. – 11:45 a. m. Registration ♦ 11:45 a.m. – 5 p.m. Luncheon & Program ♦ 5 p.m. Reception  
Suburban Collection Showplace ♦ 46100 Grand River Ave. ♦ Novi, Mich.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

1. Name: \_\_\_\_\_ e-mail: \_\_\_\_\_

Title: \_\_\_\_\_

2. Name: \_\_\_\_\_ e-mail: \_\_\_\_\_

Title: \_\_\_\_\_

3. Name: \_\_\_\_\_ e-mail: \_\_\_\_\_

Title: \_\_\_\_\_

### Registration Fee:

\$50 x \_\_\_\_\_ = \$ \_\_\_\_\_

Payment Method: Check enclosed for \$ \_\_\_\_\_ (Make check payable to OESA)

-OR-

Charge to (Select One): ☐ American Express ☐ MasterCard ☐ VISA

Card Number

Expiration Date

Name (as it appears on card)

Signature

Note: **Refunds cannot be given after Dec. 1, 2011.** Substitutions are always welcome. Pay at the door registrants are held to the same cancellation policy as prepaid registrants and will be invoiced if cancellation is not received by Dec. 1, 2011. Fax the completed registration form to 248.952.6404 or register online at <http://www.oesa.org>.



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[www.oesa.org](http://www.oesa.org)

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